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创新大学英语

INNOVATION COLLEGE ENGLISH

视听说教程 第二册

A VIEWING, LISTENING and SPEAKING COURSE

教师用书 TEACHER'S BOOK

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Contents

Unit	Topic of all conversations and passages	Page
<i>1</i>	Internet	1
<i>2</i>	Sports	25
<i>3</i>	Music	49
<i>4</i>	Food	73
<i>5</i>	Careers and Job Hunting	97
<i>6</i>	Shopping	121
<i>7</i>	At Work	145
<i>8</i>	Tourism	169
<i>9</i>	Career Change	193
<i>10</i>	Love and Dating	217

Unit 1

Internet

Lead-in

A. Match the words to the pictures. Then answer the questions.

- ___ A. laptop
(便携式电脑)
- ___ B. smiley/emotion
(表情符号)
- ___ C. chat room
- ___ D. keyboard
- ___ E. mouse
- ___ F. desktop
- ___ G. website
- ___ H. cyber café
(网吧)



Questions

When did you first use the Internet?
About how many hours a week do you
use the Internet? For what purpose?



-  **B. Six people are talking about what they do on the Internet. Listen and fill in the blanks with the missing words. Then discuss the questions.**

Information

1. I surf the net to _____ at the lowest prices for her company.
2. I use the Internet to _____ online _____.
3. I go online to _____ to customers and friends.
4. I log on to the Internet to _____ the latest _____ and TV series.
5. I am online to _____ with her family and friends.
6. I access the Internet to _____ for useful _____.



Questions for discussion:

- Which of those activities do you like best? Why?
- Interview your partner; be ready to tell the class what he/she does online. You may use the expressions in the table.

Part 1

Listening Skills

SKILLS

- Identifying large numbers;
- Sound linking practice



Exercise A

Word Tips

google /gu:gl/

alternative /ɔ:l'tɜ:nə'tiv/

promote /prə'məʊt/

log /lɒg/

v. 在著名搜索引擎 www.google.com 中搜索信息 to visit www.google.com to search for online information

adj. 可供选择的 other; that can be used instead of sth. else

v. 促销 to attempt to sell by advertising

v. 登录 to enter a computer for the information required

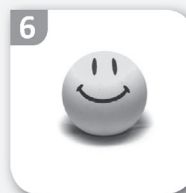
-  **Listen to the short dialogues and choose the best answers to each question.**

- | | | | |
|------------------|---------------|----------------|----------------|
| 1. A) 1,850,000. | B) 1,815,000. | C) 21,500,000. | D) 21,800,000. |
| 2. A) \$ 675. | B) \$ 1,350. | C) \$ 1,530. | D) \$ 2,700. |
| 3. A) 8,950. | B) 17,050. | C) 4,500. | D) 13,000. |

Lead-in

A.

- ___ A. laptop
(便携式电脑)
- ___ B. smiley/emotion
(表情符号)
- ___ C. chat room
- ___ D. keyboard
- ___ E. mouse
- ___ F. desktop
- ___ G. website
- ___ H. cyber café
(网吧)



1. F 2. E 3. D 4. C 5. A 6. B 7. G 8. H

B.

Information

1. I surf the net to find products at the lowest prices for her company.
2. I use the Internet to play online games.
3. I go online to send emails to customers and friends.
4. I log on to the Internet to watch the latest films and TV series.
5. I am on line to chat with her family and friends.
6. I access the Internet to search for useful information.

4. A) 3,300. B) 3,000. C) 324. D) 1,296.
5. A) Over 10,500 people listened to the woman in the chatroom.
 B) Over 15,000 people listened to the woman in the chatroom.
 C) The woman chatted with a man over 10,500 km away.
 D) The woman chatted with a man over 15,000 km away.



Exercise B



Listen carefully. Repeat the sentences silently. Write down the sentences. Listen again, and check your answer.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

Phonetic Tip

Whenever a word ending in a consonant sound is followed by a word beginning with a vowel sound, the consonant sound is linked to the vowel sound as if they were part of the same word. For example: "Put  on your coat". The consonant sound /t/ is linked with the vowel sound /ʊ/.

Part 2

Real Listening



Conversation 1

Word Tips

Facebook

invasion of privacy

underwear /'ʌndəweə/

spy on

be related to

著名社交网站 a social networking website

侵犯隐私权 entering sb's private affairs

n. 内衣裤 clothing worn next to the skin

侦查, 暗中监视 to watch secretly

涉及 be about; be concerned with

**Exercise A**

1. W: I googled “traditional Chinese medicine” for my report and got 1,850,000 entries.
M: I had 21,800,000 entries when I searched for “alternative medicine”. It shows a lot of interest in other approaches to health.
Q: How many entries are there for “traditional Chinese medicine” on Google?
A) 1,850,000.
2. M: I sold my collection of World War II medals on eBay for \$1,350.
W: Oh, that’s double what you paid for them in the first place.
Q: How much did the man pay for the medals?
A) \$675.
3. W: Your car looks terrible.
M: I bought it on the Internet. It had run 13,000 kilometers. And since then it’s covered 4,050 kilometers.
Q: How many kilometers has the car run altogether?
B) 17,050.
4. M: When I created my business website, I had no idea I’d be so successful. I’ve had over 3,000 inquiries and made 648 sales.
W: A good result for two months’ work, but let’s see if we can improve the website and promote even more sales.
Q: How many sales did the man make in one month on average?
C) 324.
5. W1: I logged into a chatroom, and suddenly I was talking to someone over 10,500 km away, and in a different country.
W2: Amazing. What does he look like? And is he single?
Q: Which of the following is true according to the conversation?
C) The woman chatted with a man over 10,500km away.

**Exercise B**

1. Sally has lots of hobbies.
2. Life goes on as it never ends.
3. Come on in.
4. Time is really limited.
5. It took us an hour to get there.
6. The president will visit China in August.

-  **A. Jane and Tim have different ideas about Facebook. Watch the video clip and complete the table by supplying the missing words.**

Jane's ideas	Tim's ideas
1. It's a great way to _____ with friends.	1. It is an invasion of _____.
2. It was designed to bring people together, not to _____ on them.	2. With it, everyone will know _____.
3. It helps you to find out what friends, you and I have _____.	/

-  **B. Watch the video clip again and answer the questions by completing the blanks.**

1. Why does Tim look a little serious?

He just got an _____ from Tom _____ him to join his Facebook. He doesn't think he _____ to do that.

2. What does Tim mean when he says "I don't want to hang my underwear out in public"?

He does not want all his _____ to be _____.

3. What does Tim finally decide to do?

He'll _____ Tom's Facebook, after all.

-  **C. Pair work: watch the video clip again, repeat it sentence by sentence, and then role-play it in pairs. After the practice, change roles.**

- D. In the following box of substitution expressions, tick those you heard in the conversation. Memorize all the expressions in the box. Then make a new conversation with your partner by using any of the expressions. You don't have to repeat all the details in the original conversation:**

Substitution Expressions

- What happened?
- What's up?
- What's the problem?
- It's an intrusion into my privacy.
- They're prying into my private life.
- It is an invasion of privacy.
- not to find out/unearth their secrets



Conversation 1

A.

Jane's ideas	Tim's ideas
1. It's a great way to <u>connect</u> with friends.	1. It is an invasion of <u>privacy</u> .
2. It was designed to bring people together, not to <u>spy</u> on them.	2. With it, everyone will know <u>all about me</u> .
3. It helps you to find out what friends you and I have <u>in common</u> .	/

B.

1. Why does Tim look a little serious?

He just got an e-mail from Tom inviting him to join his Facebook. He doesn't think he wants to do that.

2. What does Tim mean when he says, "I don't want to hang my underwear out in public"?

He does not want all his personal information to be public.

3. What does Tim finally decide to do?

He'll join Tom's Facebook, after all.

C. (Omitted)

D.

Substitution Expressions

- What happened?
- **What's up?**
- What's the problem?
- It's an intrusion into my privacy.
- They're prying into my private life.
- **It is an invasion of privacy.**
- not to find out/unearth their secrets
- **not to spy on them**
- not to uncover intimate details

- not to spy on them
- not to uncover intimate details

- What makes you say that?
- Why do you say that?
- What prompts you to say so?

- It doesn't matter.
- I don't care.
- So what?

- There's some truth in your words.
- You're right.
- There's something in what you say.

- find out what friends, you and I have in common
- discover who are our shared friends
- decide what friends we share

E. Pair work: Work with your partner and answer the questions.

1. Is it dangerous to meet people on the Internet? Why?
2. Do you think that meeting people online is easier than meeting people face to face? Why?



Conversation 2

Word Tips

virus /'vaɪərəs/
Beats me.

n. 病毒 A computer virus is a destructive code sent to your computer.
[口] 这真叫我莫名其妙 ; 这可把我难住了。 "I don't understand it."



A. Watch the video clip and answer the questions with Y (Yes) or N (No).

1. ☐ Can Tim use his computer now?
2. ☐ Does Tim understand why anyone would create a virus?
3. ☐ Will Susan's mother be upset if she does not write her parents every day?
4. ☐ Does Susan know how people got along when there was no Internet?



B. Watch the video clip again and answer the questions by completing the blanks.

1. Why does Tim ask Susan for help?

Because he has a _____ due next week, and a virus has just _____ his computer.

- **What makes you say that?**
- Why do you say that?
- What prompts you to say so?
- It doesn't matter.
- I don't care.
- **So what?**
- There's some truth in your words.
- You're right.
- **There's something in what you say.**
- **find out what friends you and I have in common**
- discover who are our shared friends
- decide what friends we share

E. (Omitted)

Script

Jane: Hey, Tim, what's up? You look a little serious.

Tim: Hello, Jane. I just got an e-mail from Tom inviting me to join his Facebook. I don't think I want to do that.

Jane: Why not? Everyone's joining up. It's a great way to connect with friends.

Tim: I don't think so. It is an invasion of privacy — I don't want to hang my underwear out in public.

Jane: Tim, no one is interested in your underwear. Facebook was designed to bring people together, not to spy on them.

Tim: What makes you say that? With Facebook, everyone will know all about me.

Jane: So what? If you go back far enough, everyone is related to everyone else.

Tim: There's something in what you say.

Jane: Well, Facebook helps you to find out what friends you and I have in common.

Tim: I see what you mean. I'll join Tom's Facebook, after all.

Conversation 2

A.

1. ☐ N Can Tim use his computer now?
2. ☐ N Does Tim understand why anyone would create a virus?
3. ☐ Y Will Susan's mother be upset if she does not write her parents every day?
4. ☐ N Does Susan know how people got along when there was no Internet?

2. Why does not Tim want to use the library computers?

_____ are using the library computers. What's more, that's probably where he _____ the virus.

3. What question does not Susan understand?

She does not understand why anyone would do that — create to _____ and _____ people they've never met.

4. When can Tim use Susan's computer?

He can use her computer as soon as she _____ to her parents.

 **C. Pair work: Watch the video clip again and repeat the conversation with your partner. After the practice, work with your partner to create your own conversation according to the situation.**

A	B
You are having a problem with your computer and ask B for help.	You believe A's computer has got a virus.
You don't know what to do.	You are no computer expert either.
You are worried, for the virus is erasing all your files.	You pull out the plug.
You don't think that is going to help much.	You believe if the computer is turned off, it can't do as much damage.
You think it's best to leave this to the experts and ask B if he/she knows anyone who is good at computers.	You are going to call your cousin. He's a programmer. You bet he'll know what to do.

D. In the following box of substitution expressions, tick those you heard in the conversation. Memorize all the expressions in the box. Then make a new conversation with your partner by using any of the expressions. You don't have to repeat all the details in the original conversation:

 Substitution Expressions

- Sorry to bother you, but I wonder if you could help me out.
- Sorry to trouble you, but could you help me?
- Sorry to disturb you, but could you lend me a hand?
- What's the matter?
- What's the problem?
- What's the trouble?

B.

1. Why does Tim ask Susan for help?

Because he has a research paper due next week, and a virus has just shut down his computer.

2. Why does not Tim want to use the library computers?

Too many students are using the library computers. What's more, that's probably where he picked up the virus.

3. What question does not Susan understand?

She does not understand why anyone would do that — create to destroy and harm people they've never met.

4. When can Tim use Susan's computer?

He can use her computer as soon as she finishes the e-mail to her parents.

C. (Omitted)

D.

■■■ ■■■ ■■■ **Substitution Expressions** ■■■ ■■■ ■■■

- **Sorry to bother you, but I wonder if you could help me out.**
- Sorry to trouble you, but could you help me?
- Sorry to disturb you, but could you lend me a hand?
- What's the matter?
- **What's the problem?**
- What's the trouble?

- Moreover, it's likely to be the place where I got the virus.
- What's more, that's probably where I picked up the virus.
- That's probably where the virus came from in the first place.
- Beats me, too.
- It's beyond me.
- I can't understand either.
- Mother will go ape.
- My mother will go crazy.
- Mom will go mad.
- She loves you.
- You're close to her heart.
- She cares about you.

E. Group work: Form a group of four students and brainstorm as many solutions as possible to the question: How can we protect our computers from being infected with virus? Report your solutions to the rest of the class. You may refer to the keywords.

anti-virus programs

keep ... up to date

backup (备份) the data

email attachments

download files with caution (小心)

click a link from someone you don't trust



Conversation 3: Additional Listening and Speaking

Word Tips

junk mail

n. 垃圾邮件 unwanted advertising or promotional material received through email

legitimate /lɪ'dʒɪtɪmət/

adj. 合法的 conforming to the law or rules

username /'ju:zəneɪm/

n. 用户名 an identification used by a person with access to a computer, network, or online service

scam /skæm/

n. 骗局 a dishonest scheme; a fraud

hack /hack/

v. 非法入侵 to use a computer to gain unauthorized access to data in a system

account /ə'kaʊnt/

n. 账户 an arrangement that sb. has with a company that allows them to use the internet, etc.

hacker /'hækə/

n. 黑客 a person who uses computers to gain unauthorized access to data

countless /'kaʊtlɪs/

adj. 无数的 too many to be counted; very many

- Moreover, it's likely to be the place where I got the virus.
 - **What's more, that's probably where I picked up the virus.**
 - That's probably where the virus came from in the first place.
-
- **Beats me, too.**
 - It's beyond me.
 - I can't understand either.
-
- Mother will go ape.
 - **My mother will go crazy.**
 - Mom will go mad.
-
- She loves you.
 - You're close to her heart.
 - **She cares about you.**

E. (Omitted)

Script

Tim: Hi, Sue, sorry to bother you, but I wonder if you could help me out.

Susan: I'll certainly try, Tim. What's the problem?

Tim: I have a research paper due next week, and a virus has just shut down my computer.

Susan: You may as well use a library computer.

Tim: Too many students are using the library computers. What's more, that's probably where I picked up the virus.

Susan: I don't understand why anyone would do that — create to destroy and harm people they've never met.

Tim: Beats me, too. Probably someone thinks it's just a game.

Susan: You can use my computer as soon as I finish this e-mail to my parents. If I don't write them every day, my mother will go crazy.

Tim: Wow! But at least you know she cares about you.

Susan: Right. I don't know how people got along when there was no Internet.

Tim: Well, right now I'm finding out what that's like ...

1. **PayPal** (贝宝) is an international e-commerce business allowing payments and money transfers to be made through the Internet. Alipay (支付宝) is a domestic duplicate of Paypal.
2. **Password-cracker** is a kind of special software to recover passwords from data that have been stored in or transmitted by a computer so as to help a user recover a forgotten password or to gain unauthorized access to a system.

 A. Listen to the conversation and choose the best answer to each question you hear.

1. A) The functions of PayPal.
B) The role of hackers.
C) Ways of protecting your username and password.
D) Online risks and safety measures.
2. A) Bob. B) John.
C) Both Bob and John. D) Neither Bob nor John.
3. A) It asked for Bob's username and password.
B) It provided Bob's username and password.
C) It looked legitimate.
D) It asked for Bob's bank account number.
4. A) Your use of different passwords for different accounts
B) Your use of the same password for all of your accounts.
C) Your use of PayPal.
D) Your use of AliPal.
5. A) Using long passwords
B) Combining words with numbers
C) Avoiding short passwords.
D) All of the above.

 B. Listen to the conversation again and answer the questions by completing the blanks.

1. He has just received _____ from PayPal; it was in his _____ mail.
2. They may _____ his PayPal account.
3. Sure they can. If you type 'password cracker' into Google, you _____ all sorts of results. Every day, countless sites are being used by _____ trying to break into people's accounts and _____ their personal information.



Conversation 3: Additional Listening and Speaking

A.

1. What is the main topic of the conversation?
D) Online risks and safety measures.
2. Who uses PayPal?
C) Both Bob and John.
3. Why does John think the PayPal email might be a scam?
A) It asked for Bob's username and password.
4. What will expert hackers take advantage of?
B) Your use of the same password for all of your accounts.
5. What can Bob do to stop hackers from breaking into his accounts?
D) All of the above.

B.

1. What has Bob just received?
—He has just received an email from PayPal; it was in his junk mail.
2. According to John, what may happen after Bob gave them his information?
—They may hack into his PayPal account.
3. Is it possible for hackers to use the computer and get Bob's password?
—Sure they can. If you type 'password cracker' into Google, you get back all sorts of results. Every day, countless sites are being used by hackers trying to break into people's accounts and steal their personal information.

C.

PayPal customer (the buyer)	PayPal Company
Protect your account information	Protect the customer's information
Protect your bank card information	Save the buyer's financial information only safely in the Paypal server.
Protect your ID	When the buyer pays online, he only needs to provide his Paypal email address.
Pay attention to identify false links online	Ensure the seller cannot see the buyer's financial information when he receives the payment.
false websites	Keep evidence of the steps of the transaction (photos of the commodities and the receipt)

C. Pair Work: Student A talks about what a PayPal customer (buyer) should do to protect himself/herself. Student B talks about what PayPal can do to protect the buyer and itself. You can refer to the following cues in Chinese though you are not limited to them.

PayPal 用户（买家）	PayPal 公司
保管好自己的帐户（account）信息	保护客户的信息
银行卡信息	将买主的财务信息安全地存入 Paypal 的服务器（server）中
身份（ID）信息	当买主在线支付时，只需买主提供他在 Paypal 的电子邮件地址
注意识别网上假的链接（links）	商家（卖家）在收到付款的时候，看不到买主的财务信息
假网站（websites）	保留好交易过程中的证据（proofs）（发货前拍照、收据（receipt））

Part 3

Focus Listening



Passage 1

Word Tips

Ask Jeeves

网站名



A. Listen to the joke and mark the statements T (true) or F (false).

- ☐ Nancy's grandmother knew the magic of the Internet.
- ☐ Ask Jeeves is a website which could answer questions people have.
- ☐ Nancy's grandmother did not believe the website could answer her questions.
- ☐ Ask Jeeves would certainly reply to the question Nancy's grandmother raised.



B. Listen to the joke again and retell it to your partner.

Script

M1(Bob): Hey John, this is sort of awkward. I just received an email from PayPal; it was in my junk mail. Do you ever use PayPal?

M2(John): Of course I use it, Bob! Everyone knows PayPal! Why are you asking?

M1: I've used the PayPal online payment service before. This PayPal email looked legitimate, but then I thought why they would ask for my username and password?

M2: Oh, be careful, it might be a scam.

M1: I know, but I already gave them my information, and as it turned out, it wasn't the real PayPal.

M2: Oh no, that's terrible! What if they hack into your PayPal account?

M1: What's even worse, when I shop online, I always use the same username and password.

M2: You use the same password for all of your accounts? Expert hackers will take advantage of that.

M1: Is it possible for people to use the computer and get my password?

M2: Sure they can. If you type 'password cracker' into Google, you get back all sorts of results. Every day, countless sites are being used by hackers trying to break into people's accounts and steal their personal information.

M1: So you mean they can break into my accounts?

M2: For sure.

M1: What can I do to stop them?

M2: The best way to protect yourself is to use long passwords, not short ones. Also, when possible, combine words with numbers.

M1: Really? Thanks for your help. Next time I'll be more careful!

M2: You're welcome.

Part 3

Focus Listening



Passage 1

A.

1. ☐ F Nancy's grandmother knew the magic of the Internet.
2. ☐ T Ask Jeeves is a website which could answer questions people have.
3. ☐ T Nancy's grandmother did not believe the website could answer her questions.
4. ☐ F Ask Jeeves would certainly reply to the question Nancy's grandmother raised.

B. (Omitted)

C. Communication Task: Discuss the questions with your partner.

What can you learn from the joke? Do you think Internet has unlimited power? What things can it do?

Passage 2

Word Tips

broadband /'brɔːdbænd/

virtual /'vɜːtʃʊəl/

socialize /'səʊʃəlaɪz/

MySpace /maɪspeɪs/

MSN Messenger

surpass /səː'pɑːs/

download /daʊn'ləʊd/

n. 宽带 electronic method of carrying a wide range of frequencies

adj. 虚拟的 not existing in the real world; online

v. 参加社交活动 to take part in social activities

微软提供的网络空间服务 networking site where 118 million members exchange personal data, photos, videos, etc.

微软提供的网络在线通讯服务 Windows Live Messenger allows instant exchange of text messages

v. 胜过或超过 to be or go beyond

v. 下载 to move sth. from the Internet to your computer

A. Listen to the passage and choose the best answer to each question.

- Who are the main users of social networking sites?
A) Young people. B) Women. C) Men. D) Elderly people.
- Which social networking sites are mentioned among the broadband users' favorites?
A) MySpace. B) Paypal. C) Facebook. D) Both A and C.
- Which online activity is more popular than virtual networking?
A) Surfing the net. B) Online shopping.
C) Banking. D) Sending e-cards.
- Which of the following is the best title for the passage?
A) Surfing the Net. B) British Broadband Users.
C) Virtual Networking. D) Virtual Networking Overtakes Real Socializing.

B. Listen to the passage again and answer the questions by completing the sentences.

- What did the recent survey show?

It showed that many broadband users in Britain spend more time on virtual networking than they do on _____.

- How many broadband users were questioned in the survey?

_____.

- Who uses social networking sites more often? Women or men?

C. (Omitted)

Script

Magic of the Internet

My friend Nancy decided to introduce her elderly grandmother to the magic of the Internet. Her first move was to access the popular Ask Jeeves website, and told her grandmother it could answer any question she had.

Nancy's grandmother was doubtful until Nancy said, "It's true. Think of something to ask it." As she sat with fingers over the keyboard, her grandmother thought for a minute, and then replied, "How is your aunt Helen feeling?"



Passage 2

A.

1. Who are the main users of social networking sites?
A) Young people.
2. Which social networking sites are mentioned among the broadband users' favorites?
D) Both A and C.
3. Which online activity is more popular than virtual networking?
A) Surfing the net.
4. Which of the following is the best title for the passage?
D) Virtual Networking Overtakes Real Socializing

B.

1. What did the recent survey show?
It showed that many broadband users in Britain spend more time on virtual networking than they do on real-life socializing.
2. How many broadband users were questioned in the survey?
10,500.

_____ use social networking sites more, _____ percent compared to _____ percent.

4. Which has virtual networking surpassed as one of the most popular online activities?

Virtual networking has surpassed online shopping, _____ and _____ as one of the most popular online activities.

C. Communication Task: Discuss the questions with your partner.

1. Do you think that some people spend too much time on the Internet, and does this stop them from seeing their friends? Where should the line be drawn between casual use and obsessive use?
2. In Japan, many young men lock themselves in their bedrooms, sometimes for years, to escape the pressures of study. They refuse to meet people, but they still use the Internet and mobile phones. Could this happen in China? Why?

 Passage 3

Word Tips

folk /fəʊk/
niche /nitʃ/
target /'tɑ:ɡɪt/

n. 人们 people in general
n. 针对特定群体 aiming at a particular group
v. 把……作为对象 to aim at

Notes

1. **Adult Friend Finder** is an internet-based dating service, which allows members to interact online and meet new friends.
2. **Library Thing** is a book cataloging site for storing and sharing book catalogs. It is used by authors, readers and libraries.

 A. Listen to the passage and choose the best answer to each question you hear.

1. A) The most popular social network sites.
B) The most useful social network sites.
C) Niche targeted sites besides Facebook and Twitter.
D) Facebook and Twitter besides niche targeted sites.
2. A) Because they are now highly diversified.
B) Because they are a simple way to connect with people.
C) Because they have more interesting contents now.

3. Who uses social networking sites more often? Women or men?

Women use social networking sites more than men, 56 percent compared to 46 per-cent.

4. Which has virtual networking surpassed as one of the most popular online activities?

Virtual networking has surpassed online shopping, banking and downloading music as one of the most popular online activities.

C. (Omitted)

Script

Many broadband users in Britain spend more time on virtual networking than they do on real-life socializing, a recent survey showed.

About six percent of the 10,500 broadband users questioned in the survey admitted spending on average more than 10 hours a week on online social networking. Women use social networking sites more than men, 56 percent compared to 46 percent. Nearly 75 percent of those visiting social networking sites are between 18 and 29 years old.

Half of all broadband users log onto social networking sites such as Facebook, MySpace and MSN Messenger. The average amount of time spent on virtual networking is nearly three hours a week, or six days a year. It has surpassed online shopping, banking and downloading music as one of the most popular online activities. Only surfing the net and e-mailing are more popular.



Passage 3

A.

1. What is the passage mainly concerned with?

C) Niche targeted sites besides Facebook and Twitter.

2. Why are social network sites becoming increasingly popular each and every year?

B) Because they are a simple way to connect with people.

- D) Because it is easy to receive information from them.
3. According to the passage, which of the following is true of social sites that don't have a certain niche topic?
- A) They include different groups inside each site.
 - B) They don't have different groups.
 - C) They don't encourage sub-groups.
 - D) They are eager to concentrate on a niche topic.
4. Which of the following is true of the social network site Library Thing?
- A) It is the Congress Library.
 - B) It is a municipal library.
 - C) It has no specific topic.
 - D) It is niche targeted.
5. A) They get fed up with Facebook.
B) They no longer need Twitter.
C) They don't understand the importance of other social networks.
D) They prefer to use other social networks.

 B. Listen to the passage again and answer the questions by completing the blanks.

1. A lot of individuals don't understand that there're _____ now that talk about a _____ niche topic.
2. Because they're niche _____, you will find that _____ with other people with the _____ interests is not _____.
3. There're a lot of steps you can take such as share _____ or chat with individuals anywhere in the world before you are able to build new _____ or find individuals you have lost _____ with through the years.

C. Communication Task: Work with your partner(s) to discuss these questions.

Do you use email, QQ, microblog (微博), or WeChat (微信)? Which do you use most frequently? What do you use it for?

3. According to the passage, which of the following is true of social sites that don't have a certain niche topic?
- A) They include different groups inside each site.
4. Which of the following is true of the social network site Library Thing?
- D) It is niche targeted.
5. What happened to lots of men and women owing to the popularity of Facebook and Twitter?
- C) They don't understand the importance of other social networks.

B.

1. According to the passage, what don't a lot of individuals understand about social networks?
- A lot of individuals don't understand that there're social networks now that talk about a particular niche topic.
2. What is the importance of niche targeted social networks?
- Because they're niche targeted, you will find that connecting with other people with the same interests is not hard.
3. What steps can you take on niche targeted sites? What can you achieve there?
- There're a lot of steps you can take such as share videos and photos or chat with individuals anywhere in the world before you are able to build new friendships or find individuals you have lost touch with through the years.

C. (Omitted)

Script

Something I am certain you are aware of is the fact that social network sites are becoming increasingly popular each and every year mainly because they are a simple way to connect with folks. A lot of individuals don't understand that there're social networks now that talk about a particular niche topic. For those social sites which don't have a certain niche topic, you will discover that there are different groups inside each site that will have common interests. Many individuals don't recognize at this stage that social networks can be an excellent advertising and marketing tool for those of you who promote particular products.

The most popular social media sites are Facebook and Twitter, but there're a lot of others you can choose from. One more thing you might not be aware of is that these two social networks continue to grow each day. There are sites like Adult Friend Finder that are smaller social network sites, or Library Thing that are niche targeted. With Facebook and Twitter being quite popular, lots of men and women don't understand the importance of using other social networks, but because they're niche targeted, you will find that connecting with other people with the same interests is not hard. They are really just a big community of individuals who have come from around the world to connect with each other. There're a lot of steps you can take such as share videos and photos or chat with individuals anywhere in the world before you are able to build new friendships or find individuals you have lost touch with through the years.